

By ANNE RITTENHOUSE.

have an easier time of it, although it have an easier time of it, although it her head one day and a wide spreading might not be possible on this vast and the back of her head on the next continent to interest recoile in the day.

There is no debut that this shape of hat, this severe sailor, will be widely taken up by those who wish a simple hat

York during the spring, when a series of important weddings took place, that introduced a strikingly novel costume for the bridesmaids. When Miss Loew was married to Mr. Post, just after the Vanderbilt wedding, she which was not the name given to it, but one that is instantly called up in

the mind by the gown itself. The bridesmaids at the Vanderbilt wedding also introduced a Cinderella skirt of sparkling white jewels, but Mas Loew's wedding gown was entirely of jewelled chiffon made in a primitive manner. The white chiffon was closely studded with small pearls and tiny brilliants. It was in keeping with the Babylonian styles which were introduced in Paris last autumn by Callot, and she undoubtedly blazed a

new path in bridal costumery. The hats worn by the Vanderbilt bridesmaids were copies of those worn in the Watteau period. The basques of dull blue and dull pink, bordered with flowers, were also Watteau gar ments, but the sparkling skirts did not really belong to any period.

## Style Long in Favor.

The French call the tip-tilted hat a Niniche, and it is a shape that has had a certain following off and on since Vatteau painted his fair and frail adies It is a flat shape with narrow brim in front and a wider brim turned up at back and the top surrounded by wreath of small flowers. The hat is tied down with blue ribbons which pass under the huge chignon of curls at the This headdress, produced in the begin-

ning of the spring season with prestige and power, offered a hat and a cotffure that differed from all we have worn for the last few years. Yet so far it has not turned the attention of women from the other styles in millinery that fill the

The prophesy is that June will see the hat introduced into general fashion. Surely the hairdressers will be pleased if the coiffure is accepted, for it will permit them to sell unlimited quantities of false hair. Already young women are beginning to wear clusters of curls over the ears instead of that large wad of hair, false and natural, which they pull out from the temples, often in an

The curis are made in groups of three or four and are pinned over the temples and allowed to tumble over the ears fashion was introduced in Paris last June and hats were sold by milliners with the curls attached. The Amercan girl finds it much simpler to ping she has adopted this coiffure for the

Every one hopes it will win, for there's more softness in small open curls than in thick padded lumps of hair which have been plastered over the ears by those who prefer style to beauty.

## No One Hat Wins.

Co woman has been unconscious of

sumes the leadership; everything that has a crown band of colored silk jersey

the shape of her head. There is none to gainsay her choice of the turban, an English garden hat, a Gibson sailor characteristics. That is a question for the can wear a mushroom that conceals her head one day and a wide spreading.

There is no debt that this shape of

reason for the fashion, which is often frivolous and rarely of extreme interest to the masses.

For instance: The introduction of a picturesque costume at the Vander-picturesque costume at the vander-picturesqu

been instantly taken up by the milliners and dressmakers abroad and
liners and dressmakers abroad and
the public become a shareholder at
the public become a shareholder at
trimmed and untrimmed. It is to be
the department old days.

If one could take a census of hals it
is possible that the wide brimmed Engsume various faces with various fashshapes of hats with Georgette crepe or silic jersey.
Will suit more heads than it did in the
White, Chinese blue, black, stone gray
and blush pink are the chosen colors.

enter.

These hats are not becoming to women who are stout, who are of middle age or back to the thin openwork hats which who have insufficient height to carry were once made fashionable by Mrs. They were designed for the Castle when she danced. large Englishwoman, with her wonderintroduced the Cinderella bridal gown, ful skin, her broad shoulders and stately presence, but they can be worn with equal grace by the American youngster. with her eel like body, her slender face and vivacious manner.

The woman who has lines in her face

and whose body is of average height and elender will find such hats especially kind and concealing, for they often the features of the face and shadow its lines.

The constant mistake that the Amerian woman makes when she is of middle age, when her face shows the marks of time, is to Insist upon the turban hat reveals every unkind defect and allows her eyes to meet the glare of the in as if she were a fresh young eagle. Yet the turban or the hat that turns aways from the brow is the choice of he average middle aged American man. Nothing can dissuade her from She will not shadow her face.

The wide brimmed hat that tips down at each side is in high fashion, yet it is, dangerous shape for the average voman to treat with unconcern.

It is a hat that belongs to youth and he only woman above thirty who can year it is one who has retained her outh in the shape of her neck and the There is a tendency to trim these hats

such a manner that the downward tip at the side is accentuated. Heavy ses are made to droop over the brim and touch the shoulder. Lace veils are gathered to buckles of jade or jet at the side of the crown, with the ends trailing over the top of the arm, pulling down the brim as they pass its edge. Picturesque hats these, and lovely over the right faces, but they are not for the

Even those who adopt them should have the wisdom which teaches them to riety to a long summer. wear the right sort of gown with the hat. The neck must be bare and there should be transparent fabric over the shoulders or a thin flat fichu of muslin

or lace. Such shapes in straw do not go with an elaborate afternoon gown made of Georgette crepe or satin, but they do go with frocks of taffets, of embroidered batiste, of pastel colored voile.

## Revival of Gibson Sailor.

There is a strongly individual milliner in New York who insists upon doing the unusual. He likes to revive particles of fashions. When "Florodora" was presented on the New York stage as a revival of importance this milliner came out with the Gibson sailor. Not that the hat was a part of the opera, but it went along as one of the movements of that a cockade at the side or a metal

The Gibson sailor was created by Charles Dana Gibson, the artist, and it remained a dominant part of American must be impressed upon the public if fashion for a decade. It was once revived, then suppressed; now it is revived, then suppressed; now it is revived. vived again with prestige back of it.

are not prone, as a nation, can be devised by the dressmaker, the and the brim is faced with it.

milliner, the shop and the individual. It is a difficult hat to wear, but it is to take our cue in fashion is thrown on the market and offered supposed to be especially attractive in to the public.

This fact is more emphasized in hats than in frocks. The world is full of a number of shapes which should make we have changed since the days of "Florodora" and the Gibson girls. Why? to suit her nose, her chin, her eyes and Possibly because the incoming of mil-

avoid the heavy straw sailor. She will days, search for the thin hats of horsehair and Batavia straw, which is a cheap sister of horsehair, and she will also go

## Why Lilles of the Valley.

No observer of hats fulls to speculate on the exceeding popularity of fragile white lilles of the valley as an ornament for black hats.

The fashion started up in the beginning of the spring at an exclusive house and a high price was asked for the hat that here the lilies. In a month's time the fashion found its place on the counters where placards are placed to aniounce reductions.

This black hat is broad of brim, the

straw is slightly rough and there is a facing of white Georgette crepe. The crown is surrounded with a mass of lilies of the vailey, which sprout out in all directions and sometimes straggle to the edge of the brim.

Possibly this ornamentation may be right as the leading one of summer. It to Wear and the warm weather makes one lazy and inclined to go the easiest is not exclusive and yet it is not avoided by the fastidious. It is easy to get and

Milliners are striving to keep velvet us hope they will succeed.

One would like to see an American summer filled with the kind of clothes

that suit America, no matter what their source or inspiration. The velvet hat and fur scarf are foolish accessories to a costume on an Au-

gust day in America. It is then we get our intense heat. The straw hat is the orrect head covering.
It whets the appetite for new things to walt until October for new hats. If the milliners lead the public, and they are making a sincere effort to do this, the attractive and colorful straws will hold their own until the first of October

## There are enough of them to give va-Horsehair With Straw.

The introduction of horsehair and Ba tavia straw was a good stroke. Both fabries give a chance for the expert milliner to do something out of the comcellent hats at home.

There are young women of slight inme who have found their way to two dollar hats which they wear to any smart function to which they are invited and hold up their heads with the

best. At a wholesale place they get a yard of Batavia straw or horsehair, buy a so cent shape at the same place and make the hat at home. They wind the soft glistening fabric into colorful turbans. They do not attempt a hat with a brim. They do not trim the turban, except with that runs in and out of the folds above the face.

Such are the ways of economy.

In other days women knew that straw No woman has been unconscious of the fact that every kind of gown had its place in the sun this season.

You can get it at any price at any in rough meshes was too hard a fabric to wear directly above the brow and with a band of black ribbon, arranged in eyes, so they lined the brim with a soft its place in the sun this season.

with a band of black ribbon, arranged in material. They knew the trick of given the sun this season.

exploited by milliners for this hat on the left in the circle is one of the "best sellers" of

the season. It is in black straw with a full wreath of lilies-of-the-valley. The hat in the middle is the Gibson sailor, which has been revived by a smart milliner for this season. The brim is faced and the crown is bound with colored silk jersey. The hat at the lower right is of white organdie, trimmed with large black taffeta flowers with yel-

The hat at the upper right is of coarse straw in a deep tone of red trimmed with two American Beauty roses, one laid

and blush pink are the chosen colors. cither the gown or the hat here as an offering of importance.

It is not a cool hat, and the woman it is to be found mounted on the painted wooden heads of eccentric looking dolls in the salous where the timid fear to not produce moisture in the hair will that runs along pleasingly with summer

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# 3,000 Pairs Women's "Onyx" Silk Stockings \$1.39 Pair for Full \$2.25 Values

THE best June budget of high grade Hosiery and Knit Underwear we ever announced will be ready tomorrow morning. As a feature attraction we shall offer three thousand pairs of the famous "Onyx" Silk and Silk Fiber Stockings for women of a quality and style which retail regularly at \$2.25, and our

They include black full fashioned silk fiber Stockings; also black, white and cordovan seamed back thread silk with mercerized tops and soles.

Women's Cotton Stockings

Special at 39c. Pair

Twenty-five hundred pairs of black, white and colored fine gauge cotton.

Children's 39c. Stockings, 29c Three thousand pairs of black fine ribbe I

Children's 59c. Stockings, 39c

Three thousand six hundred pairs of black,

cotton Stockings; sizes 61, 13 91

Women's Silk Stockings

\$2 Pair, Regularly \$3 Twenty-five hundred pairs of black, white and cordovan full fashioned thread silk Stock-ings, with mercerized tops and soles.

75c. Pair, Regularly \$1 and \$1.25 Four thousand pairs of black, white and cordovan silk fiber Stockings, with mercerized tops and soles.

Women's Silk Fiber Stockings

Women's Silk Lisle and Cotton Stockings, Special at 55c

Thirty-six hundred pairs of black, white and

Men's \$1 Underwear, 79c Fine quality checked nainsook; also fancy self striped madras Shirts and Drawers. Men's \$1 Underwear at 89c Fine gauge balbriggan Shirts and Drawers. Men's Underwear at 95c

Fine gauge balbriggan Shirts and Drawers; also white absorbent cotton. Men's Underwear at \$1.15 Fine quality Sea Island finished cotton Shirts and Drawers.

Men's Underwear at \$1.30 Fine gauge ball-riggan Shirts and Drawers Men's Underwear at \$1.50

Mauchauffee" French balbriggan Shirts

and Drawers. Men's \$5 Union Suits at \$2.69 Fine mercerized lisle thread Suits.

Men's \$3 Union Suits at \$2.25 Fine ribbed excellent quality cotton Suits. white and cordovan fine ribbed cotton Stockings. Children's 75c. Stockings, 59c Three thousand pairs of black and white fine ribbed silk lisle and cotton.

Men's Socks at 28c. Pair Three thousand pairs of excellent cotton Socks in black and colors

Fine ribbed cotton Suits of a splendid quality Men's \$2.25 Union Suits, at \$1.50 Fine white self striped madras Suits Men's \$1.75 Union Suits at \$1.25

Fine checked nainsook, also wide checked crossbar Union Suite. Women's Combination Suits \$1.98; Values to \$4

Fashionable and comfortable Combination Suits for women; of silk striped voile, trimmed with lace, with ribbon shoulder straps, and all made with elastic ribbed band at the back of Women's Combination Suits at 59c

Of fine cotton, low neck, sleeveless; regular and extra sizes. Women's Combination Suits at 98c Of superior quality cotton, wide at knee, shell trimmed; regular and extra sizes.

Women's and Children's Underwear, Second Floor All Other Merchandise, Main Floor, None C. O. D.

Men's Socks at 38c. Pair

Three thousand pairs of splendid quality all-over mercerized lisle thread Socks in black and

Men's Socks at 68c. Pair

One thousand pairs of silk fiber Socks in black, white and colors.

Men's \$1 and \$1.25 Silk Socks, 68c Thread silk Socks in black and colors.

Men's \$1.75 Silk Socks, 98c Full fashioned thread silk Socks with mercerized soles and tops, in black

Men's \$3 and \$3.50 Golf Hose, \$1.98 Many choice styles of fine ribbed merino Golf Stockings with fancy tops.

Extra Values in Summer Weight Knit Underwear for Everybody Men's \$2.25 Union Suits at \$1.79 Women's Combination Suits at \$1.19

> and extra sizes. Women's Vests at 39c

Cotton and lisle Vests; regular and extra

Of lisle and cotton, white and pink; regular

Women's Vests at 49c

In pink and white with band top of cotton; also bodice top styles with tape over shoulder. Tights wide at knee, lace trimmed; regular and

Children's Underwear at 19c Ribbed cotton Vests, low neck, sleeveless; for misses and children.

Children's Combination Suits at 39c Made with drop seat; also boys' athletic cotton Suits, in an incomplete range of sizes.

Boys' Underwear at 59c "Porosknit" Shirts and Drawers, well rein-

# The June White Sale Breaks All Records

OMORROW-amplified by new shipments this June sale starts on its second week, and offers a wealth of econ-

Pretty Camisoles,

75c and \$1.50

Crepe de chine, washable satin

at \$1.50, and at the lower price

Camisoles of fancy material in pink.

Silken Lingerie

Lovely garments in soft, lustrous

washable crepe de chines and satins,

Special at \$4.98

Nightdresses, of crepe de chine,

Envelope Chemises, of crepe de

Bloomers, of tub satin in pink;

Special at \$3.98

Envelope Chemises, of crepe de

Envelope Chemises, of crepe de

Bloomers, of wash satin, garter

Philippine Lingerie

Hand Embroidered and

Nightdresses, \$4.50 and \$4.98.

Nightdresses, \$2.98 and \$3.98.

Envelope Chemises, \$2.98 to \$4.98

Envelope Chemises, Special, \$3.98. Hand-made of sheer ba-

tiste and trimmed with Irish

crochet lace insertions and edge,

Georgette crepe in pink, simply

hemstitched, and white batiste

Camisoles trimmed with Irish

Garments that cannot be

Camisoles, Very Special, \$1.98.

some with strap shoulders.

ribbon run.

duplicated for \$3.

Daintily hand embroidered models,

Slip-over models that are daintily hand embroidered in flower de-

Exquisitely hand embroidered and

. Hand-made

made of soft, fine nainsook.

chine in shoulder and strap models.

Special at \$2.98

chine, prettily lace trimmed

daintily trimmed with laces or hem-

stitched and tailored.

chine and wash satin.

effects.

omies for your choosing: Lingerie, Specially Priced. \$1.75

An extensive assortment of garments that are remarkable values; included are: Nightdresses, of soft white and pink batiste and nainsook

Pajamas, one and two piece Petticoats, embroidery trimmed. Also 300 Nightdresses and Petticoats, quite elaborately lace trimmed styles that have no duplicates

None C. O. D. No mail or telephone orders. Lingerie, Exceptional Values, \$1.25

Nightdresses, slip-on models, soft cotton and batiste in pink and Envelope Chemises, in pink or Bloomers, of pink batiste

Crepe Nightdresses, \$1.98, \$2.98, \$3.98 White, pink, flowered and bird patterned crepes, in slip-over models simple and dainty. Ideal for sum-

mer wear and requiring no ironing.

Crepe Pajamas, \$2.98 to \$4.98 One and two piece "Billie Burke" and coat models in stripes and vari-

ous plain colors; very well made and Nightdresses and Envelope Chemises

Special, \$2 White nainsook Gowns, daintily trimmed; Envelope Chemises is white and pink; simple and pretty.

Lingerie Petticoats, \$2.98 to \$4.98

About 250 Skirts, some with double panels; some sport lengths; some with flounces, elaborate with laces and embroidery.

Bloomers and Drawers, 79c., 98c., \$1.25 Soft cotton and batiste in pink, full sized, some lace edged.

Lingerie Petticoats, \$4.98 to \$9.95. Imported Petticoats Drawers, 98c. and \$1.25 pique, and others of soft cotton Soft white cotton, some circular shape; others ruffled; lace and emhand embroidered and with flounces in open-work designs.

## Women's Tailored Suits Our Own \$40, \$50, \$75 & \$98.50 Models Now \$25, \$35 and \$45

THREE GREAT GROUPS at prices that are the result of radical reductions, presenting the most remarkable economies of the season.

Dressy Suits, Severely Tailored Suits, Sports Suits in the very cleverest of styles, beautifully lined and faultlessly finished. Tricotines, Men's Wear Serges, Poiret Twills,

Hairline Stripes, Fancy Suitings navy blue, black and some colors. Mainly one or two of a style. Every size, 34 to 44, and some extra sizes reluded.

\$35 Wool Jersey Suits at \$18.75 The popular, the practical tailormade for sport, traveling and all around utility wear. And at a price that represents a saving of almost half. Worst ed jerseys in plain co o s and heather mixtures, in belted and pinch back styles

with Tuxedo or notch collars, patch and slash pockets. In rookie, gray,

beige, Copenhagen, tan. brown and Oxford. Most all women's sizes, to 44.

Second Floor.

June Brides' Sale in Full Swing Host of Special Values in China, Cut Glass Lamps, Clocks and Art Wares

ROM EAST AND WEST, North and South, we have gathered one of the largest and most varied collections of gift things we have ever brought toge her for this yearly event. It is a great display of beautiful things and quite as great a demonstration of the many advantages of buying at this sale. Note these few items taken from a list many times as long:

Dinner Sets \$19.98 to \$30 Values At \$16.98 to \$25

Pretty 51-piece Dinner Sets. A full service for six persons. These Sets are in fine American Porcelain, tastefully decorated in border designs, and have half dozens in place usual full dozens,

\$19.98 51-piece Sets, \$16.98 \$25 51-piece Sets, \$19.98 \$30 51-piece Sets, \$25 Porcelain Dinner Sets \$35 to \$75 Values

At \$29 to \$55 These are for the most part pretty border designs in gold, or gold and color combined. are in conventional flower designs with gold; some full coin gold knobs, and some are tastefully

traced with gold. \$35 Dinner Sets, \$29 Conventional border design two-tone effect, gold traced, and matte coin gold knobs and handles.

\$45 Dinner Sets, \$35 Continuous border of design in pastel colorings; every piece gold traced; extra tracing on the knobs

\$50 Dinner Sets, \$39 On fine octagon shape, of light thin porcelain, richly decorated with a band of gold and matte knobs and handles. White and

gold; no color. \$60 Dinner Sets, \$45 Heavy band of best coin gold on The heavy strap handles

Reduced A wonderful stock, even for Loeser's—and right down to the least piece it is all of

Thousands of Pieces

Rich Cut Glass

"Wedding Gift Fineness" \$1.98 Bonbon Dishes..... \$2.98 Spoon, Pickle or Olive Tray,

\$1.98 \$3.98 Celery Trays. \$2.98 \$3.98 8-inch Fruit Bowls. \$2.98 \$3.98 Footed Comport. \$4.98 10-inch Flower Vase \$3.98 \$4.98 Mayonnaise Bowls. \$3.98 \$4.98 8-inch Fruit Bowls \$3.98 \$5.98 8-inch Fruit Bowls. \$4.98 \$4.98

\$5.98 12-inch Flower Vases \$5.98 Sugar and Cream Sets. \$5.98 Handled and Footed Bowls . \$7.98 Roll Trays \$4.98 \$7.98 Ice Cream Trays. \$4.98 \$7.98 Mayonnaise Sets. \$5.98 \$7.98 Water Pitchers \$5.98 \$7.98 8-inch Footed Comports. \$5.98 \$7.98 Footed Nut Bowls \$7.98 Handled Baskets \$5.98 \$9.98 8-inch Fruit Bowls. \$7.50 \$9.98 9-inch Fancy Nappies \$7.50

\$9.98 12-inch Flower Vases

\$11.98 Flower Vases

\$11.98 Handled Baskets

\$14.98 Sandwich Trays.

\$7.98

\$9.98

\$9.98

\$11.98

\$14.98

\$14.98 High Footed Comport,\$11.98 \$14.98 Water Sets. \$17.98 Water Sets. \$19.98 Water Sets. \$39 Punch Bowls are full matte in best coin gold. | \$55 Punch Bowls.

# June Linen Sale Continues

Stocks Reinforced: Values Unrivaled IT IS NOT an easy matter to realize the scope of this June Sale unless you make a personal inspection.

We have spent much time in preparing for it and stocks are not only tremendous in volume, but all concerned are high quality Linens.

One of the feature values for this second week is the offering of some

2,500 Regular 25c. Huck Towels for 19c. Excellent large size Huck Towels with hemmed ends; some have neat red borders; others are all white. None sold to dealers. Pattern Table Cloths 59c. Linen Toweling, 39c. Yard

Linea Crash Toweling, of a very fine quality with neat red borders, offered for less than the present

Large size snow white Turkish Bath Towels with hemmed ends. 39c. Huck Towels, 29c

50c. Turkish Towels, 39c

Full bleached Huck Towels with floral wreath borders.

69c, Turkish Towels, 59c Extra large size Towels with hemmed ends.

2x2-yard size, reg. \$12.50, at \$8.50 2x2 <sup>1</sup>/<sub>2</sub>-yd. size, reg. \$14.50 **\$10.50** Napkins, to match, 22 ins. square reg. \$14, at **\$11** dozen. \$1.50 Table Damask, \$1 Yard Extra quality full Damask in neat floral patterns. \$3.25 Table Damask, \$2.75 Yard

than present wholesale cost:

Meadow bleached Irish linen pat-

tern Table Cloths offered for less

floral natterns \$5.50 Napkins, \$4.50 Dozen designs; 22 inches square.

Irish linen Table Damask, in

Irish mercerized Napkins, floral Main Floor.